

# School Event Data Analysis

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Date Prepared: Oct 23, 2022

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# Abstract

This project is an analysis of attendance data collected from a school event at a school network. The goal of the data analysis project is to use the analysis to help strategize outreach efforts to student families to increase student attendance at the next school event.

# Introduction

Across the school network the percentage of ‘Hispanic or Latino’ and ‘Not Hispanic or Latino’ student population is almost equal as is the percentage of families that prefer to receive school wide communications in Spanish and English. The goal of this project is to analyze the attendance data collected from a school event, and based on the data analysis make inferences about how to increase the efficacy of outreach efforts to increase student attendance at the next school event .Within the dataset there are several variables that will have a significant effect on the outcome:

- Language Communication Preference
  - English
  - Spanish
- Ethnicity
  - Hispanic or Latino <sup>1</sup>
  - Not Hispanaic or Latio
  - Not Specified
- School Campus
  - Primary School (PS) : Grades K-2
  - Intermediate School (IS): Grades 3-5
  - Middle School (MS): Grades 6-8
  - High School (HS): Grades 9-12
- Attendance
  - Attended
  - Did Not Attend

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<sup>1</sup> Hispanic or Latino refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race - US Census Bureau.

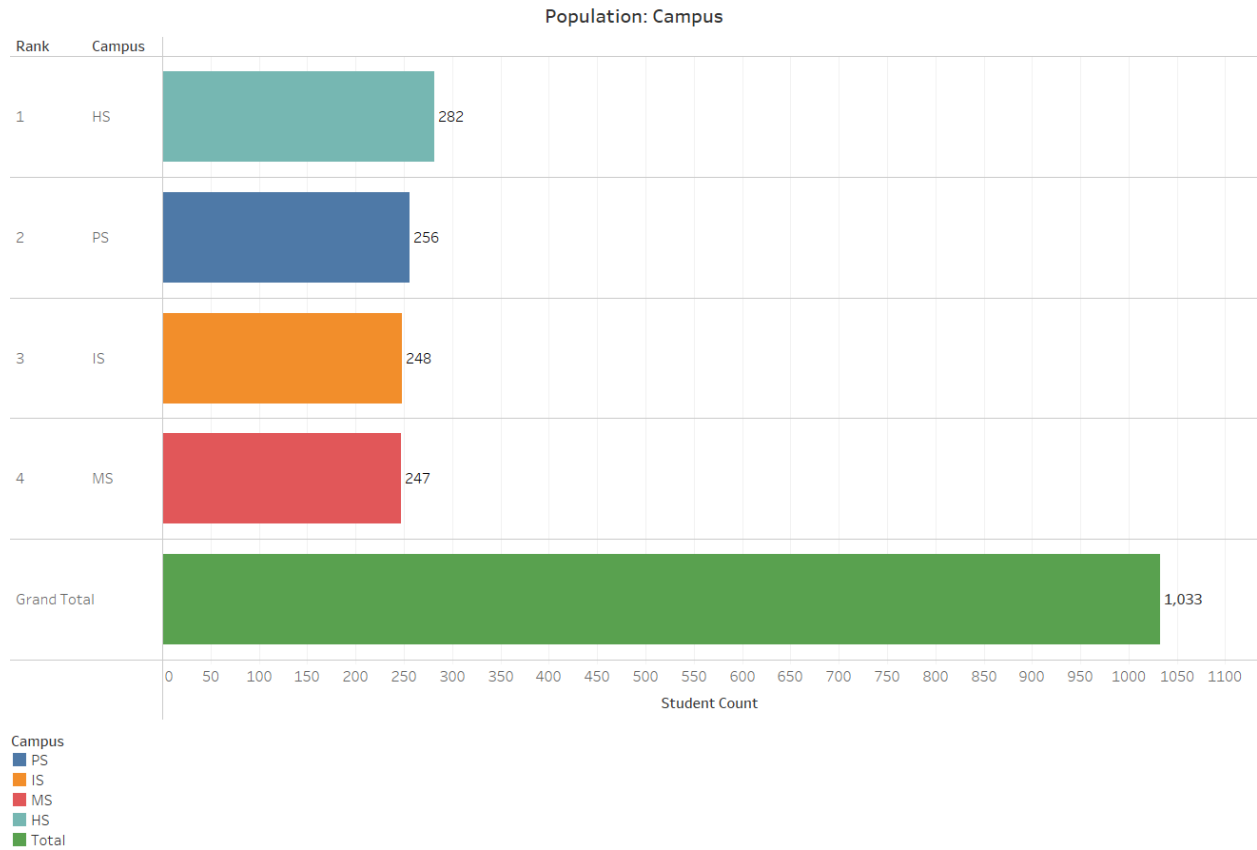
# Objective

Provide data analysis of dataset to strategize outreach to drive student attendance at the next school sponsored event. The analysis will be guided by the following questions:

1. What is the student population at each campus?
2. What is the demographic information of the students enrolled in the school network?
3. What is the demographic information of each campus?
4. What percentage of students were present at the events ?
5. What was the demographic information of the students that attended the event?
6. What was the demographic information of the students that attended the event at each campus ?
7. What were the language preferences of the students that attended the events at each campus?

# Analysis

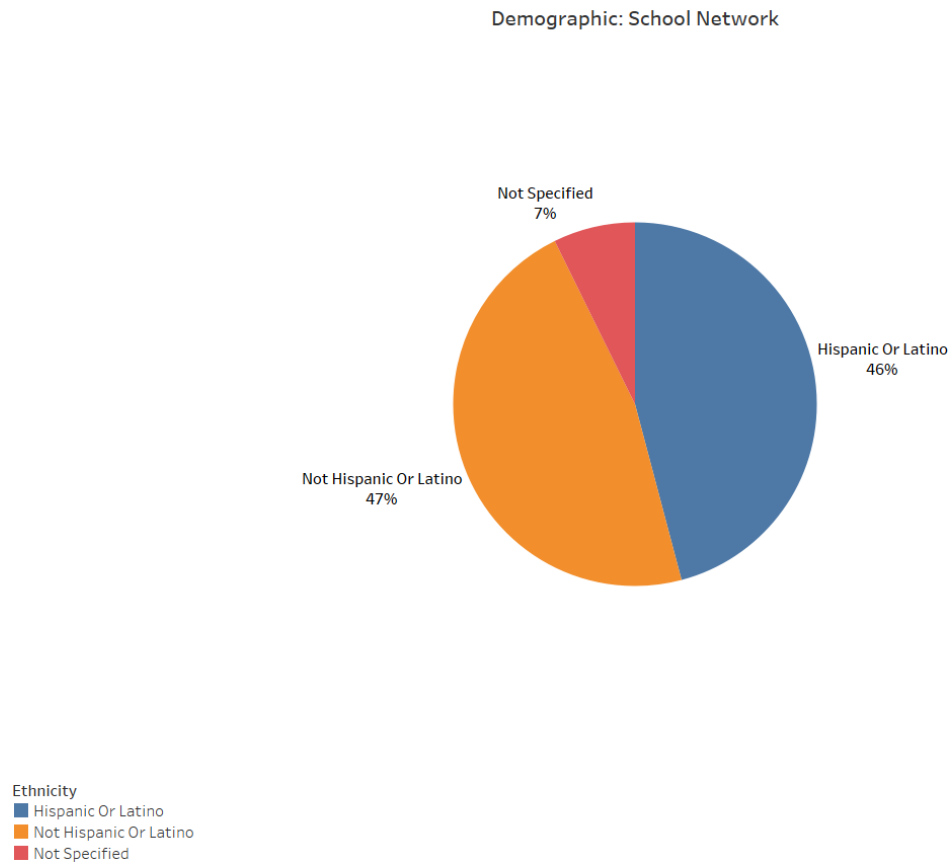
## 1. What is the student population at each campus?



**Horizontal bar graph representing the number of enrolled students in the school network by campus.**

In total there are 1,033 students in the school network. The HS campus has 282 students, the PS campus has 256 students, the IS campus has 248 students, and the MS campus has 247 students.

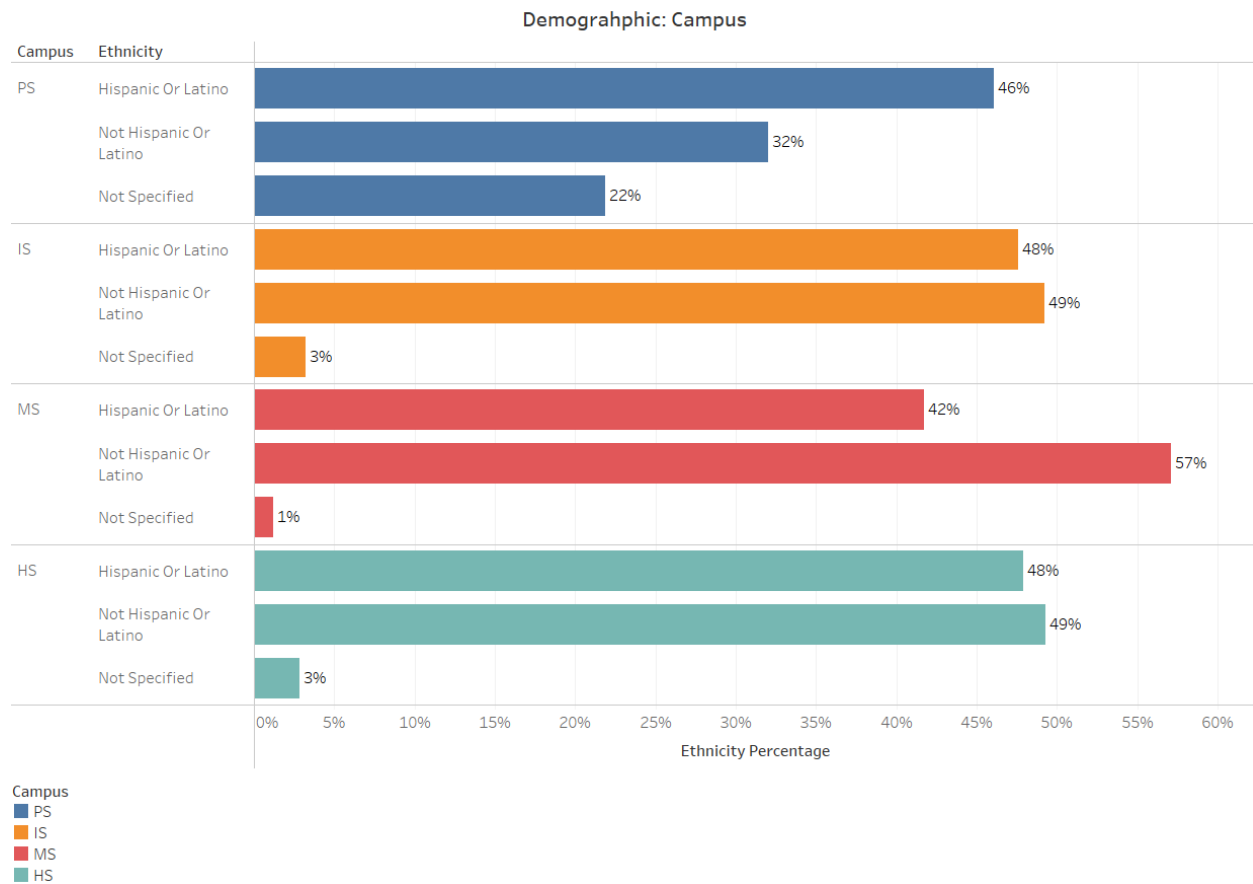
2. What is the demographic information of the students enrolled in the school network?



**Pie chart representing the demographic information of the students enrolled in the school network**

In total there are 1,033 students enrolled in the school network. 484 (47%) identify as 'Not Hispanic or Latino', 474 (46%) of students identify as 'Hispanic or Latino', and 75 (7%) of students declined to identify their ethnicity.

### 3. What is the demographic information of each campus?

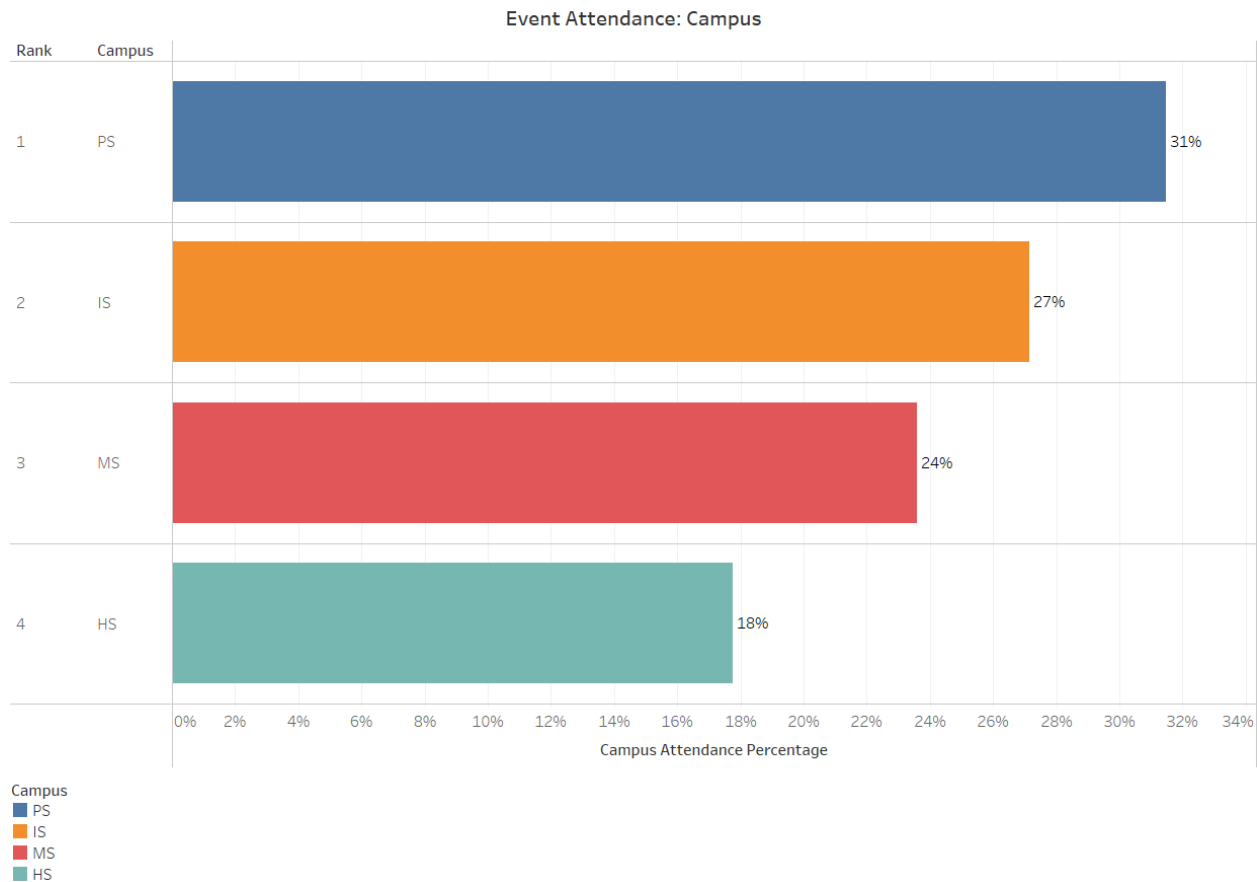


**Multiple bar graph representing the demographics of each campus**

In total, 484 (47%) students in the school network identified as 'Not Hispanic or Latino', 474 (46%) of students identified as 'Hispanic or Latino', 75 (7%) of students declined to identify their ethnicity. Majority of the students at the PS campus, 118 (46%), identified as 'Hispanic or Latino'. Majority of the students at the IS campus, 122 (49%), identified as 'Not Hispanic or Latino'. Majority of the students at the MS campus, 141 (57%), identified as 'Not Hispanic or Latino'. Majority of the students at the HS campus, 139 (49%) identified as 'Not Hispanic or Latino'.



#### 4. What percentage of students were present at the events ?

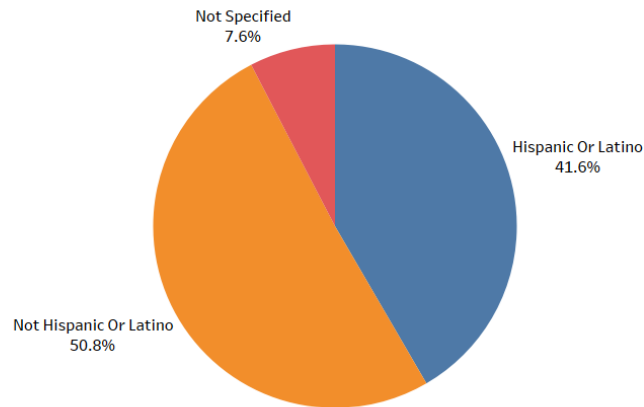


**Horizontal bar graph of percentage of students present at the school event per campus.**

In total 394 (38%) of students in the school network attended the school event. The PS campus had the highest turnout with 124 (31%) students attending the event, the IS campus had 107 (27%) students attend the event, the MS campus had 93 (24%) students attend the event, and the HS campus had 70 (18%) students attend the event.

5. What was the demographic information of the students that attended the event?

Demographic: School Network Attended

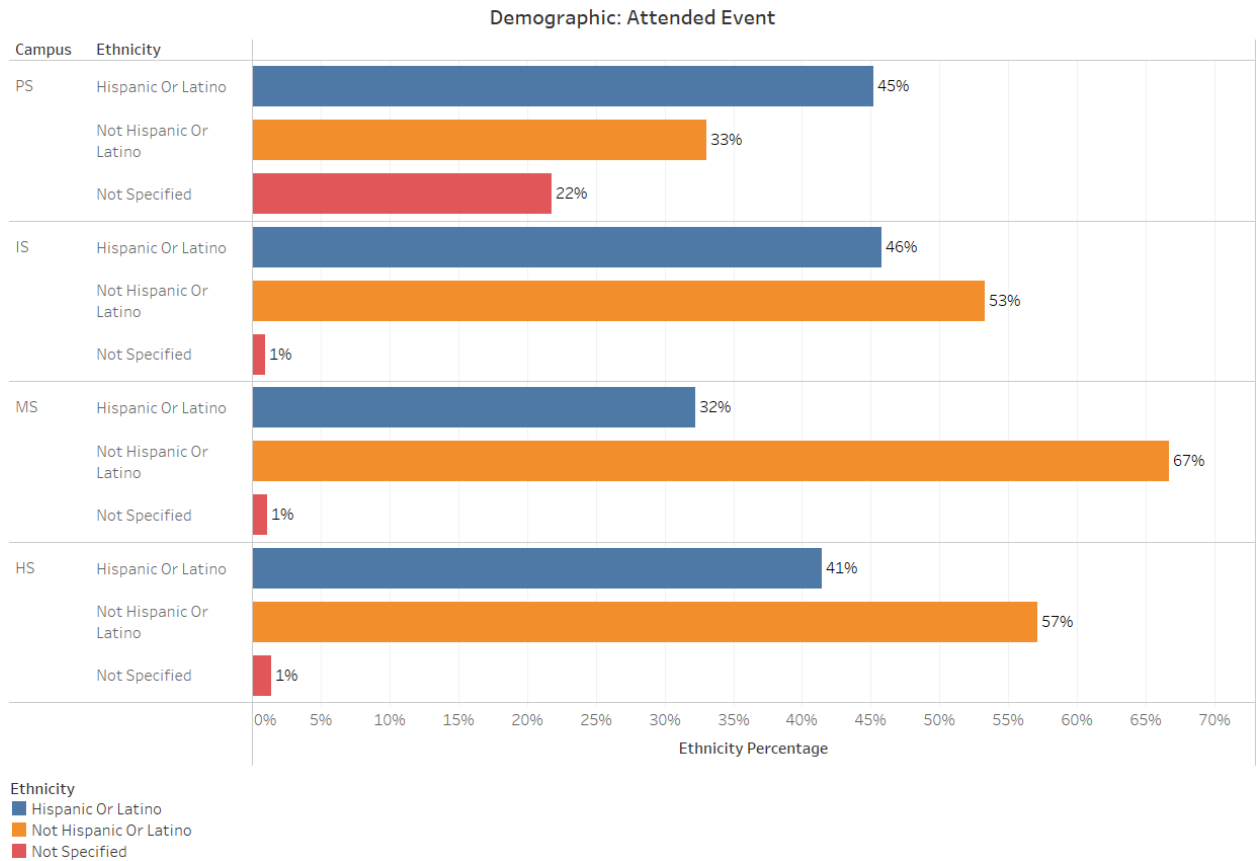


Ethnicity  
■ Hispanic Or Latino  
■ Not Hispanic Or Latino  
■ Not Specified

**Pie chart representing the network wide demographic information of students present at the event.**

In total 394 students attended the school event. 200 (50.8%) students that attended the event identified as 'Not Hispanic or Latino', 164 (41.6%) of the students that attended the event identified as 'Hispanic or Latino', and 30 (7.6%) students declined to identify their ethnicity.

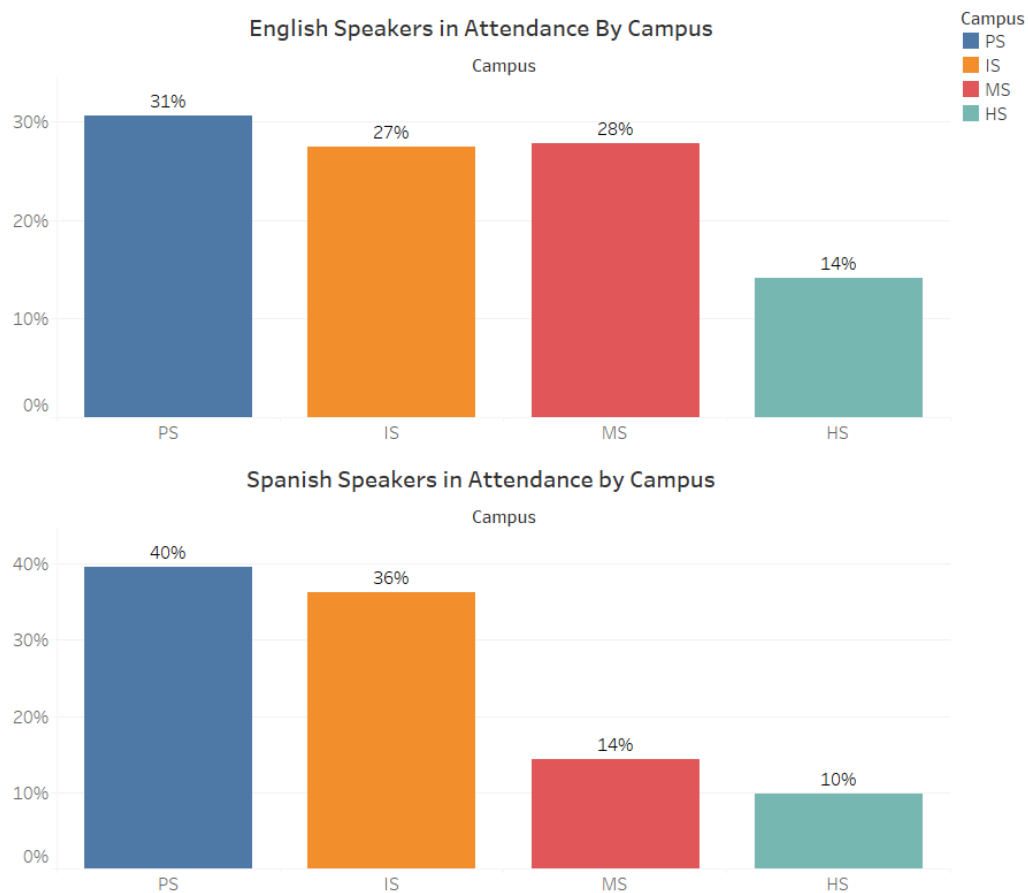
6. What was the demographic information of the students that attended the event at each campus ?



**Multiple bar graph of the demographic information of students that attended the event per campus.**

Majority of the students, 56 (45%) ,that attended the event from the PS campus identified as 'Hispanic or Latino'. Majority of the students , 57( 53%) of the students that attended the event from the IS campus identified as ' Not Hispanic or Latino'. Majority of the students, 62 (67%), that attended the event from the MS campus identified as 'Not Hispanic or Latino'. Majority of the students, 40 (57%), that attended the event identified at the HS campus as ' Not Hispanic or Latino'

7. What were the language preferences of the students that attended the events at each campus?



Dashboard representing the language preferences of student families in attendance per campus

291 (74%) families of the students in attendance preferred to receive communication in English, 91 (23%) families preferred to receive school communication in Spanish, and several responses were omitted on account of families of students in selecting both Spanish and English as language preferences.

The PS campus had the highest turnout of any campus for families that attended the event and preferred communications in English, accounting for 89 (31%) families that attended the event. The HS campus had the lowest turnout accounting for just 41(14%) families that attended the event that preferred communications in English.

The PS campus also had the highest turnout of any campus for families in attendance that preferred communication in Spanish, accounting for 36 (40%) families in attendance. The HS campus also had the lowest turnout for families in attendance that preferred communication in Spanish, accounting for 9 (10%) families in attendance.

# Conclusion

Based on the analysis the following conclusions have been made:

- A vast minority of student enrolled in the school network, 394 (38%), attended the event
- HS, the campus with the most enrolled students, 282, had the lowest student attendance, 70 (18%) at the event..
- The ratio of students identifying as 'Not Hispanic or Latino' to students identifying as 'Hispanic or Latino' enrolled in the school network is nearly 1:1. This ratio isn't reflected in the demographic information of the students that attended in the event where the ratio of students that identifying as 'Not Hispanic or Latino' and the students identifying as 'Hispanic or Latino' is nearly 1.2:1
- The MS campus had the highest percentage turnout, 67%, of students that identified as 'Not Hispanic or Latino' out of all the campuses, but had a lower than expected turnout in student attendance at the event.
- The PS campus had the largest turnout of families that preferred to receive school communication of both Spanish and English.
- The PS campus had the most students attend the event, 124 (31%), in the school network.
- The HS campus had the lowest turnout of families that preferred to receive school communication of both Spanish and English.
- The HS campus had the least students attend the event, 70 (18%), in the school network.

# Suggestions

1. There should be an increase in outreach to families that speak both Spanish and English at all campuses in the school network to increase family engagement and student attendance for the next event.
2. There needs to be focus on outreach to families that prefer to receive school communications in Spanish at both the MS and HS campuses. Both campuses have a significant percentage of their student population identify as 'Hispanic or Latino. However, this percentage is not reflected in the demographic information of the students in attendance at the event.

# Appendix

[Data Repository](#)

[Tableau Workbook](#)